



Susan Bysiewicz
SECRETARY OF THE STATE
CONNECTICUT

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- NEWS ADVISORY -

COACH CALHOUN & SECRETARY OF THE STATE TO LAUNCH AD CAMPAIGN TO HELP PEOPLE WITH NEW VOTING EQUIPMENT

T-V SPOTS PREVIEWED MONDAY; MULTI-PRONG PUBLIC AWARENESS CAMPAIGN DETAILED

Hartford: With approximately three weeks left until the Nov. 6th municipal general election – the first general election in Connecticut conducted solely with optical scan voting machines - the Secretary of the State's office is announcing the launch of a massive public awareness / media campaign.

The voter education campaign – the first of its kind in Connecticut - will consist the following:

- Paid advertisements featuring Coach Jim Calhoun and Secretary of the State Susan Bysiewicz that will run on broadcast stations and cable systems across Connecticut;
- Public Service Announcements on Comcast Cable, CRIS radio and various radio stations;
- More than one million voting guide inserts in local newspapers;
- More than 1 million pocket guides mailed to voters across Connecticut.

Secretary Bysiewicz, a representative from Comcast Cable and CRIS Radio made the announcement today at a news conference in the Secretary's capitol office. "This is truly an historic election for Connecticut voters," said Secretary Bysiewicz. "It is essential that as we finalize this transition from the old lever machines that voters feel confident that optical scan equipment is safe, simple, and secure."

Comcast produced a Public Service Announcement (PSA) featuring Secretary Bysiewicz in support of the voter education initiative. The PSA airing throughout the month of October until Election Day in the 83 Connecticut towns and cities served by Comcast, is valued at more than \$100,000.

"Comcast is proud to partner with Secretary of State Susan Bysiewicz to promote voter education," said Doug Guthrie, Vice President of Comcast's Connecticut-Western Massachusetts Region. "We are pleased to be able to utilize our technology and resources to support causes that affect our local communities."

Secretary Bysiewicz and Coach Calhoun taped two TV ads and two radio ads – one of each dedicated to the vote-by-system which allows voters with disabilities to vote privately and independently. The spots begin airing Tuesday October 16th and will run through Election Day.

The total budget for the TV and radio ads featuring Jim Calhoun and Secretary Bysiewicz is \$250,000. The Secretary of the State's office was able to leverage that money – supplied by the federal government as part of the 2002 Help America Vote Act – into more than \$400,000 worth of TV and radio spots. Federal money was also used to purchase voting demo inserts for newspapers across the state and mail voter pocket guides to more than 1 million voters. The combined cost of the inserts and pocket guides is estimated to be more than \$500,000.

The scripts for the optical scan and vote-by-phone television ads are below:

OPTICAL SCAN BALLOT
VOTING HUDDLE
TV :30

OPEN ON A TIGHT SHOT OF A GYMNASIUM FLOOR. WE ONLY SEE THE FEET OF THE "PLAYERS" GATHERED IN A HUDDLE AND HEAR COACH JIM CALHOUN GIVING A TALK.

JIM: This is it! Make smart choices out there!

CUT TO CLOSE UP OF CALHOUN.

SUPER: Coach Jim Calhoun

JIM: Are you ready to vote on November 6th?

PAN OVER TO "PLAYERS'" FACES REVEALING THAT THEY'RE ACTUALLY VOTERS, BOTH MEN AND WOMEN OF DIFFERENT AGES AND ETHNIC BACKGROUNDS.

GROUP: (Cheers)

CUT TO SHOT OF SUSAN BYSIEWICZ BESIDE CALHOUN ACTING AS ASSISTANT COACH AND HOLDING A CLIPBOARD.

SUPER: Secretary of the State, Susan Bysiewicz

SUSAN: But coach. Tell them how simple it is to use Connecticut's new optical scan voting technology. Just like the pick and roll. Voters pick a candidate...

CUT TO TIGHT SHOT OF VOTERS FILLING OUT BALLOT.

JIM: Right, and then roll to the machine.

CUT TO VOTER FEEDING BALLOT INTO MACHINE.

CUT BACK TO CALHOUN.

JIM: It's so easy.

PAN OVER TO SUSAN.

SUSAN: Yeah, unlike your schedule this season.

CALHOUN SHAKES HIS HEAD.

SUPER: STATE LOGO
www.sots.ct.gov

VOTE-BY-PHONE
VOTING HUDDLE
TV :30
SEPTEMBER 21, 2007

OPEN ON A TIGHT SHOT OF A GYMNASIUM FLOOR. WE ONLY SEE THE FEET OF THE "PLAYERS" GATHERED IN A HUDDLE AND HEAR COACH JIM CALHOUN GIVING A TALK.

JIM: This is it! This is what we've been practicing for. Make smart choices out there!

CUT TO CLOSE UP OF CALHOUN.

SUPER: Coach Jim Calhoun

JIM: Are you ready to Vote-By-Phone on November 6th?

PAN OVER TO "PLAYERS'" FACES REVEALING THAT THEY'RE ACTUALLY VOTERS, BOTH MEN AND WOMEN OF DIFFERENT AGES, ETHNIC BACKGROUNDS AND DISABILITIES.

GROUP: (Cheers)

CUT TO SHOT OF SUSAN BYSIEWICZ BESIDE CALHOUN ACTING AS ASSISTANT COACH AND HOLDING A CLIPBOARD.

SUPER: Secretary of the State, Susan Bysiewicz

SUSAN: But coach. Tell them how simple and secure Vote-By-Phone is.

JIM: Right. Voters just listen to candidate choices and then make selections using a telephone touch pad...

CUT TO TIGHT SHOT OF A VOTER ENTERING A BOOTH.

JIM: at their polling place.

CUT TO VOTER USING VOTE-BY-PHONE SYSTEM.

CUT BACK TO CALHOUN.

JIM: It's so easy.

PAN OVER TO SUSAN.

SUSAN: Yeah, unlike your schedule this season.

CALHOUN SHAKES HIS HEAD.

SUPER: STATE LOGO
www.sots.ct.gov

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